Received: 6 October 2023 | Accepted: 15 August 2025

DOI: 10.1002/pan3.70154

People and Nature

RESEARCH ARTICLE

Social media videos highlight the impacts of the illegal use of snares on Brazilian biodiversity

William Douglas Carvalho[1,2,3,4] | Herbert O. B. Duarte[4] | Thaís P. Alencar-Silva[4] | Karen Mustin[4,5] | Cristina Harumi Adania[1] | Luís Miguel Rosalino[6]

[1]Associação Mata Ciliar, Jundiaí, Brazil; [2]Terrestrial Ecology Group (TEG-UAM), Department of Ecology, Faculty of Sciences, Autonomous University of Madrid, Madrid, Spain; [3]Centro de Investigación en Biodiversidad y Cambio Global (CIBC-UAM), Universidad Autónoma de Madrid, Madrid, Spain; [4]Programa de Pós-Graduação em Biodiversidade Tropical, Universidade Federal do Amapá (UNIFAP), Macapá, Brazil; [5]Department of Biodiversity, Ecology and Evolution, Complutense University of Madrid, Madrid, Spain and [6]cE3c-Centre for Ecology, Evolution and Environmental Changes & CHANGE-Global Change and Sustainability Institute, Faculdade de Ciências, Universidade de Lisboa, Lisbon, Portugal

Correspondence
Karen Mustin, Department of Biodiversity, Ecology and Evolution, Complutense University of Madrid, Ciudad Universitaria, 28040, Madrid, Spain.
Email: kmustin@ucm.es

Funding information
Fundação para a Ciência e a Tecnologia, Grant/Award Number: UIDB/00329/2020; Coordenação de Aperfeiçoamento de Pessoal de Nível Superior, Grant/Award Number: Finance Code 001; Ministerio de Ciencia, Innovación y Universidades, Grant/Award Number: RYC2023-045231-I; Ministerio de Universidades, Grant/Award Number: BG22/00121 and CA3/RSUE/2021-00197; Global Change and Sustainability Institute (CHANGE), Grant/Award Number: LA/P/0121/2020

Handling Editor: Jacopo Baggio

Abstract

1. Snares are one of the most used types of non-selective traps for hunting worldwide, though their use is prohibited in many countries, including Brazil. Indiscriminate and unmonitored use of snares can induce serious conservation problems, particularly in megadiverse countries where higher species richness and diversity mean that the probability of injuries and deaths to non-target species increases.
2. In Brazil, there is evidence of injuries and deaths of species of conservation concern after being trapped in snares set to capture feral pigs.
3. Here, we used data from the general media, YouTube™ and an animal rehabilitation centre database to: (1) provide an overview of the use of snares in Brazil; (2) identify the target species of snares and the Brazilian medium- and large-sized mammals most frequently registered as captured by this type of trap; and (3) describe the detected impacts on trapped animals.
4. We found that the use of snares in Brazil is underreported, widespread and has harmful consequences for medium and large-sized mammals. Furthermore, we show how social media is a catalyst for the dissemination of tutorials on how to manufacture and use snares.
5. We discuss our results in terms of: (1) lessons for the reduction of the impact of snares on non-target species, awareness-raising of specific stakeholders and rights-holders of the impacts of indiscriminate use of snares and of alternatives to their use, and the effective implementation and monitoring of existing regulation of feral pig hunting and population control in Brazil; and (2) how social media contributes to the propagation of illegal hunting practices and how it can be used as a tool to study the prevalence and impacts of such practices.

KEYWORDS
conservation biology, feral pigs, illegal hunting, mammals, poaching, snaring

1 | INTRODUCTION

Overhunting is a key threat to wildlife populations in the Tropics, leading to declines in abundance and ultimately local extinctions (Benítez-López et al., 2017; Milner-Gulland & Bennett, 2003). Large and medium-bodied mammals disappear first, with impacts for both ecosystem function and for local communities dependent on wild meat as a resource (Milner-Gulland & Bennett, 2003). The loss of individuals of medium and large-sized mammals due to hunting can lead to a collapse of populations already depleted due to other anthropogenic impacts, such as deforestation (Benítez-López et al., 2017; Figel et al., 2021). Medium and large-sized mammals are responsible for the dispersal of a considerable number of plant species over long distances, especially those with larger fruits (e.g. Poulsen et al., 2013). Furthermore, there is a balance in top-down and bottom-up controls of the food chain between medium and large-sized herbivores and carnivores (e.g. Gandiwa, 2013). Therefore, the maintenance of individuals, even more so for species with low population density, is of utmost importance for the maintenance of different ecosystem services provided by these species, which are responsible for maintaining different habitats.

Snares are traps that usually consist of a loop of wire, stranded wire, wire rope or cord that tightens around the neck, torso, foot or leg when the animal steps into it (Furbearer Conservation Technical Work Group, 2009). They are simple, cheap, easy to make from materials found in the field and are capable of even capturing large prey, and as a result, are one of the most used types of non-selective traps for hunting and poaching (Nasi et al., 2011; Rosa et al., 2018; Wadley, 2010), despite the prohibition of their use in many countries (Battye, 2010; Carvalho et al., 2019; Figel et al., 2021; Noss, 1998). They are also often used to capture animals as part of scientific studies (e.g. capturing large carnivores for setting GPS collars and subsequent monitoring), and their use in this context has been widely recommended if animal welfare and ethical guidelines are followed (e.g. Sikes, 2016), as they represent a cheap and effective trapping method (see De Araujo et al., 2021; Pereira et al., 2022). Their use began as a tool to improve hunting efficiency, along with pitfalls and spearheads during the Stone Age, when they were composed of loops of fibre and saplings (Boddicker, 1982). The first records of their use in Europe were documented in Palaeolithic artwork ca. 25,000 years ago (Boddicker, 1982). In Africa, Wadley (2010) hypothesised their use by South African Middle Stone Age communities, based on zooarcheological remains. Over time, there have been modifications to improve their efficiency, using more resistant materials, such as steel cables, and optimising different versions for capturing small (e.g. small rodents) or large (e.g. elephants) animals (Becker et al., 2013; Lensing & Roux, 1975; Noss, 1998).

Problems arise with the use of snares set for hunting when they are used indiscriminately or inappropriately and are not frequently monitored. Non-target animals, some of which are already threatened species, can then be captured and not released quickly, resulting in injuries ranging from more minor abrasions to amputations and often deaths (Carvalho et al., 2019; Figel et al., 2023; Montgomery et al., 2023; Noss, 1998). Snare use may also have indirect deleterious effects on the wildlife population, such as the death of lactating or pregnant females, which could lead to the death of their offspring, in addition to causing delayed age at first reproduction or reduction of litter size (Benhaiem et al., 2023; Carvalho et al., 2019; Quiatt et al., 2002). Globally, studies have already shown that the indiscriminate and unmonitored use of snares can induce serious conservation problems for many wildlife species, which could contribute to population declines or even local extinctions (e.g. Andreasen et al., 2018; Carvalho et al., 2019; Figel et al., 2021, 2023; Gray et al., 2018; Groenenberg et al., 2023; Montgomery et al., 2023; Noss, 1998; Quiatt et al., 2002). These problems become even more severe in megadiverse countries, such as Brazil, as the probability of the use of snares leading to injuries and deaths of a broad spectrum of species not targeted by this method rises significantly with the increase in species richness and diversity.

Hunting has been prohibited in Brazil since 1967 (Brasil, 1967). However, due to the severe conservation and economic problems caused by the indiscriminate release of feral pigs (*Sus scrofa*) into the wild, in 2013 the Brazilian government authorised and regulated their hunting as a form of population control (IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis), 2013), and guidelines, including a feral pig population management plan, exist for targeting the reduction of Brazil's feral pig population (see MMA (Ministério do Meio Ambiente) & MAPA (Ministério da Agricultura e Pecuária), 2017; IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis), 2019; IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis), 2020). None of these documents mention the use of snares for feral pig hunting, and the use of any type of trap that causes agony or injuries to animals is prohibited by law. However, in a recent study, 5% of feral pig hunters in Brazil admitted to using snares in combination with other approved hunting methods such as cages and corrals (Rosa et al., 2018). Furthermore, illegal hunting of native species is widespread in Brazil, both in more isolated areas and closer to large urban centres (e.g. Bragagnolo et al., 2019; Fernandes-Ferreira & Alves, 2017; Ferreguetti et al., 2019; Silvestre et al., 2021; Sousa & Srbek-Araujo, 2017). Birds and mammals are among the most hunted faunal groups, with the latter being the most impacted by snares. Beyond the impacts on target species, the use of snares, whether for illegal hunting or for hunting of feral pigs, is known to lead to capture of non-target species, such as puma (*Puma concolor*—Carvalho et al., 2019). However, the use of snares for hunting represents an illicit activity in Brazil, complicating understanding of the extent of their use and their potential and documented impacts on Brazilian wildlife, as their use is usually shrouded in secrecy.

Here, we examine the hypothesis that the use of snares for hunting in Brazil represents a larger than previously acknowledged threat to medium- and large-bodied mammals across this megadiverse country. To do so, we make use of data from the general media, videos published on YouTube™ and data from the Wild Animal Rehabilitation Center of the Non-Governmental Organisation,

Associação Mata Ciliar (São Paulo, Brazil) to: (1) provide an overview of the use of snares in Brazil; (2) identify the target species of snares and the Brazilian medium- and large-sized mammals most frequently registered as captured by this type of trap; and (3) describe the detected impacts on trapped animals. We discuss our results in two specific contexts. Firstly, in terms of framing the conservation problem associated with the use of snares for hunting in Brazil and identifying the most affected wild mammal species, hoping to provide sufficient evidence to alert managers and state conservation institutions to snares' impacts on Brazilian medium/large mammal biodiversity, as this will surely add conservation challenges to some of the already threatened wild populations and species. Secondly, we discuss our results in the context of how the methodologies used here might contribute to characterising and combatting the global threat of snares to wildlife populations and illegal hunting activity more broadly.

2 | METHODS

To provide an overview of the use of snares in Brazil, identify the target species and species of medium- and large-sized mammals most frequently registered as captured by this type of trap, and describe the detected impacts on trapped animals, we triangulated data from three separate sources: data released by the general media, videos published on YouTube™, and a database of the last 10 years of animals that arrived injured or dead at the Wild Animal Rehabilitation Center of Non-Governmental Organization, Associação Mata Ciliar (São Paulo, Brazil).

2.1 | Search strategy for general media and videos on YouTube™

We searched for news (on news sites and blogs) and videos in the Google (https://www.google.com/) and YouTube™ (https://www.youtube.com/) platforms using the following keywords in Portuguese (English in parentheses): *armadilha de laço* (snare), *caça* (hunting), *paca* (spotted paca), *tatu* (armadillo), *cutia* (brazilian agouti), *capivara* (capybara), *tamanduá* (anteater), *cateto* (collared peccary), *queixada* (white-lipped peccary), *anta* (tapir), *veado* (deer), *javaporco/javali* (feral pig), *onça* (jaguar and puma), *jaguatirica* (ocelot), *gato-do-mato* (oncilla), *lobo-guará* (maned wolf), *cachorro-do-mato* (small South American wild canids) and *Brasil* (Brazil). The species considered in this search are the most hunted species of medium- and large-sized mammals in Brazil (e.g. Bragagnolo et al., 2019; Fernandes-Ferreira & Alves, 2017; Ferreguetti et al., 2019; Sousa & Srbek-Araujo, 2017). From each of the identified news pieces/videos, we compiled, whenever available, the following information: species targeted by the snare trap, species captured, number of views and shares, number of 'likes', 'dislikes' and comments, number of channel subscribers (when existing) and whether the use of the snare was stated to be for hunting or to control human–wildlife impacts (when this information was available). It is important to highlight that we did not identify the species from the videos but rather used the species that the person uploading the video to YouTube™ stated either in written descriptions or out loud during the video. As there is more than one species of cutia, but the videos just mentioned 'cutia' we referred to all as *Dasyprocta* spp. For the nine-banded armadillo (*Dasypus novemcinctus*), we only included cases where the person uploading stated that the species was '*Tatu galinha*' or simply '*galinha*' or '*Tatu de nove bandas*' which are the common names of this species in Brazilian Portuguese. For all other cases, we classified the species as *Dasypus* spp. In addition, we registered whether there was mutilation of the trapped animals, the number of deaths and whether the animal was released. No time restriction was imposed on the review, and we collected all information available in the first 50 search pages.

2.2 | Database of NGO Associação Mata Ciliar

The NGO Associação Mata Ciliar, located in the municipality of Jundiaí, was founded in 1987 to promote the conservation of water resources in the state of São Paulo, in the southeast of Brazil. Subsequently, a rehabilitation centre for wild animals and a centre for neotropical felines were established to work with the conservation of wild fauna in Brazil (e.g. Adania et al., 2017; Hilário et al., 2021). Every year, the Associação Mata Ciliar receives thousands of injured animals, with the causes of injuries including those linked to hunting, such as animals that were trapped in snares mainly used to hunt feral pigs (see Hilário et al., 2021). We compiled the records of animal species and individuals that were rescued from snares and delivered to the NGO Associação Mata Ciliar over the last 10 years (between 2012 and 2022), and extracted the following information: trap target species, species captured, type of injury (amputation or abrasions) and immediate consequences (death, permanent enclosure or release).

2.3 | Ethics statement

Ethics approval was not required due to the nature of our data.

3 | RESULTS

3.1 | General media

On news sites and blogs, we found 21 reports on five species of medium and large-bodied mammals trapped in snare traps in the Atlantic Forest and Cerrado biomes (Figure 1a). Of these species, the maned wolf (*Chrysocyon brachyurus*), South American tapir (*Tapirus terrestris*) and white-lipped peccary (*Tayassu pecari*) are classified as vulnerable on Brazil's endangered species list (Brasil, 2022; Figure 1a; Table S1). Of the total number of reports compiled ($n = 21$), 76% ($n = 16$) reported that the individual trapped in the snare had

some type of injury, 24% reported mutilation ($n=5$), and 24% reported deaths ($n=5$). Finally, in 52% ($n=11$) of cases, the animals were released back into the wild (Figure 1a).

3.2 | Database of NGO Associação Mata Ciliar

The database of the NGO Associação Mata Ciliar contained four records of animals rescued from snare traps between 2012 and 2022 (Figure 1b), including two pumas and one each of capybara (*Hydrochoerus hydrochaeris*) and giant anteater (*Myrmecophaga tridactyla*). The giant anteater is classified as vulnerable by the Brazilian list of threatened species (Brasil, 2022) and in this case was a female with its cub. Later, the female died, and it was impossible to release its cub (see Carvalho et al., 2019).

3.3 | Videos on YouTube™

We viewed a total of 233 videos returned by our searches on the YouTube™ platform. They mentioned a total of 21 different species of medium- and large-sized mammals at least 524 times (Table S2). Most of the videos (81%; $n=188$) were simple explanations of how to make, manipulate and set snare traps in the wild, in some of which the authors state that the objective is to teach jungle survival techniques. However, in 19% of the videos ($n=45$), at least 13 species of medium and large-sized mammals were captured, with emphasis on feral pigs ($n=14$), agoutis (*Dasyprocta* spp.; $n=5$), collared peccary (*Dicotyles tajacu*; $n=5$) and nine-banded armadillo ($n=4$) (Figure 1c; Table S2). Furthermore, we found videos that showed the capture of South American tapirs and jaguar (*Panthera onca*), which are both endangered species in Brazil (Brasil, 2022).

Injuries were recorded in 46% ($n=20$) of the videos, including mutilations in 21% of videos ($n=9$), and deaths in 30% of videos ($n=13$). In 30% of videos ($n=13$), the animal was released (Figure 1c; Table S2). The videos received an average of 90,826 views, 63 comments and 1710 likes.

4 | DISCUSSION

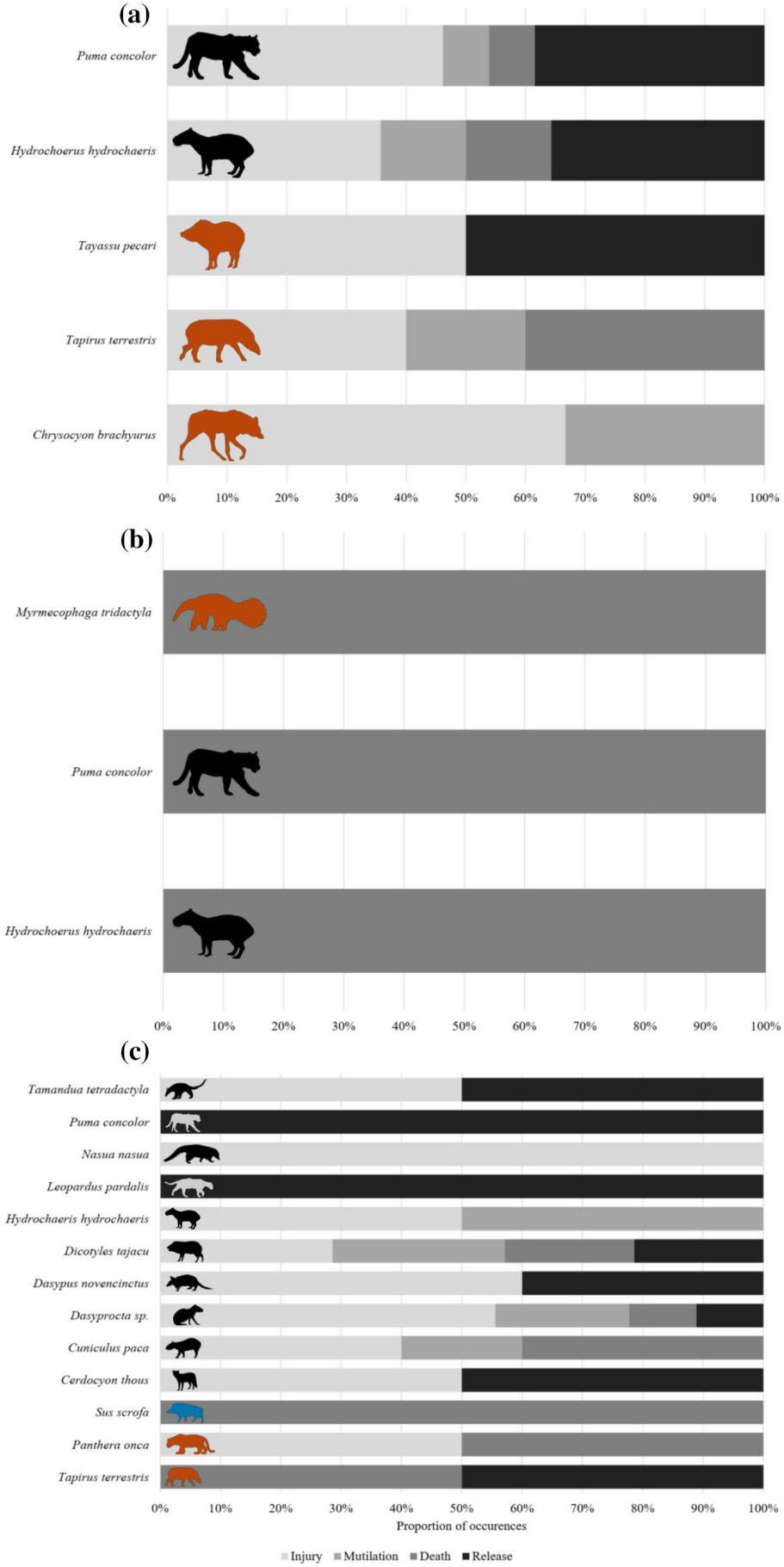
Wildlife snaring is a global conservation problem, particularly impacting tropical areas (Nasi et al., 2011; Rosa et al., 2018; Wadley, 2010). The results obtained here support our hypothesis that the use of snares for hunting in Brazil may represent a larger than previously acknowledged threat to medium- and large-bodied mammals. We showed that the amount of data available regarding wildlife trapped in snares registered in homemade YouTube™ videos is more than double what is recorded in online news (45 versus 21 events, respectively). Such a pattern may indicate an under-representation in the news of the impacts of snares on wildlife, which may translate into less awareness and perception of the general public, environmental technicians and other stakeholders of this conservation problem. This possible hidden effect scale is also highlighted by the fact that we only identified a few animals reaching the rehabilitation centre ($N=4$), which receives injured animals from different Brazilian states (mainly from the most populous ones such as São Paulo, Rio de Janeiro and Minas Gerais), while at least on 20 occasions, animals captured in snares registered in videos were injured. This can be interpreted to show that injured animals are dying or being permanently disabled due to snaring and are not receiving proper medical treatment. We have divided our discussion into two sections. Firstly, we discuss the implications of our findings for conservation in Brazil. We then discuss more broadly the role of social media in both propagating and studying illegal hunting.

4.1 | Implications for conservation in Brazil

Hunting is widespread throughout Brazil, being a chronic problem in some places because it catalyses defaunation and the emergence of so-called 'empty forests' where native vegetation remains, but key fauna has been lost (Benítez-López et al., 2019; Bogoni et al., 2023; Wilkie et al., 2011). However, hunting has been prohibited in Brazil since 1967 (Brasil, 1967—except for feral pigs, which have specific legislation—see MMA (Ministério do Meio Ambiente) & MAPA (Ministério da Agricultura e Pecuária), 2017; IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis), 2019; IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis), 2020), and the use of snares is prohibited, such that it is difficult for investigators to obtain more precise data on their use (Alves & Souto, 2011). Even so, data are available that show that at least 4.9% of feral pig hunters use non-selective snares (see Rosa et al., 2018). However, our data suggest that the scale of the snare problem is underrated due to the number of videos found that teach how to set snares and the number of views, comments and likes these videos obtained.

The expansion of feral pigs, an exotic species causing severe conservation problems in Brazil in recent decades, is one of the catalysts for the widespread use of snares and the emergence of news about wild animals captured using these traps (Hegel et al., 2022; Rosa et al., 2018). Feral pig hunting has become more frequent in recent years, most likely due to the indiscriminate release of feral pigs in different regions of Brazil (Hegel et al., 2022), which increased the scale of damages linked to their presence. Hunters are also releasing feral pigs to obtain authorisation for hunting in their region (Hegel et al., 2022). The non-selectivity of snares makes them a threat to

FIGURE 1 Proportion of records of different species of medium and large-sized mammals captured by snares, considering data from the news (a), the NGO Associação Mata Ciliar (b) and videos on YouTube™ (c). Species indicated in red are threatened with extinction, and the blue species is exotic. The mammal silhouettes were downloaded from https://www.phylopic.org/ under the CC BY 4.0 Deed licence |Attribution 4.0 International.


(a)
Puma concolor
Hydrochoerus hydrochaeris
Tayassu pecari
Tapirus terrestris
Chrysocyon brachyurus
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
(b)
Myrmecophaga tridactyla
Puma concolor
Hydrochoerus hydrochaeris
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
(c)
Tamandua tetradactyla
Puma concolor
Nasua nasua
Leopardus pardalis
Hydrochaeris hydrochaeris
Dicotyles tajacu
Dasypus novencinctus
Dasyprocta sp.
Cuniculus paca
Cerdocyon thous
Sus scrofa
Panthera onca
Tapirus terrestris
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Proportion of occurences
Injury
Mutilation
Death
Release

local fauna where they are being used to hunt this invasive species, with our data showing evidence that impacts on fauna might be increasing (i.e. increasing news reports). Also, 34% ($n = 44$) of the YouTube™ videos mentioned that the snares aimed to capture feral pigs. Therefore, an assessment must be made of the real impact of non-selective traps on the Brazilian fauna and a survey of how widespread this type of trap is for feral pig hunting. An alternative for feral pig hunters is corrals, which studies have shown to be efficient and safer for feral pig hunting in Brazil (see Rosa et al., 2018).

In our data, 16 medium and large-bodied wild mammal species, of which five are listed as endangered by the IUCN Red List or Brazilian assessment, were recorded as suffering from the use of snares in Brazil, resulting in injuries and deaths (Brasil, 2022; IUCN, 2022). All these five species are known to have had a considerable reduction in their population size in recent decades, with hunting being one of the main factors (Azevedo et al., 2013; De Paula et al., 2013; Morato et al., 2013; Oliveira et al., 2013). Four species of large carnivores (maned wolf, jaguars, ocelots—*Leopardus pardalis* and pumas) represent ~24% ($n = 23$) of all records of animals injured, killed or maimed in the snares. In 11% of the analysed videos, the snares efficiently captured jaguars or pumas. Jaguars, for example, are a threatened species with very few individuals in the fragmented populations of the Atlantic Forest, and the removal of just one individual from these populations, even if this is not the hunter's intention, can have catastrophic consequences for the maintenance of this species in certain locations and the connectivity between populations (see Beisiegel et al., 2012). Also, large carnivores play a fundamental ecosystem role by structuring communities through competition and facilitation (e.g. shaping prey abundance and behaviour, and vegetation structure and composition; Avrin et al., 2023), and as such, their presence is also a bio-indicator of the conservation level of a particular site (Culen Jr et al., 2005). In addition to carnivores, spotted paca (*Cuniculus paca*), agoutis, nine-banded armadillo and collared peccary also suffered more injuries, mutilations and deaths. All these species are important seed dispersers, playing a fundamental role in the maintenance of tropical forests, mainly in the dispersion of seeds from plants that produce larger fruits (e.g. Magioli et al., 2021; Mittelman et al., 2020). Therefore, it is evident that this type of non-selective trap has severe consequences for maintaining medium and large-sized mammals in Brazilian landscapes and can thus be a destabilising factor in ecosystems.

In summary, we found that the use of snares in Brazil seems to be underreported, widely used and with harmful consequences for the medium and large-sized mammal fauna of this megadiverse country. As such, we recommend:

1. The complete implementation of the National Plan for the Prevention, Control and Monitoring of Feral Pigs (*Sus scrofa*) in Brazil (MMA (Ministério do Meio Ambiente) & MAPA (Ministério da Agricultura e Pecuária), 2017), mainly in relation to the types of traps that can be used to try to reduce the population of this invasive species (e.g. cages, corral and nets); and
2. In addition to what is already described in the National Plan for the Prevention, Control and Monitoring of Feral Pigs (*Sus scrofa*) in Brazil (MMA (Ministério do Meio Ambiente) & MAPA (Ministério da Agricultura e Pecuária), 2017), we recommend that hunters should undergo training focused on knowledge about mitigations to reduce the impact of feral pig hunting on local native fauna.

Following these guidelines would help to reduce the impact of snares on non-target species by both raising awareness of specific stakeholders and rights-holders of the impacts of indiscriminate use of snares and of alternatives to their use, and by assuring the effective implementation and monitoring of existing regulation of feral pig hunting and population control.

4.2 | The role of social media in both propagating and studying illegal hunting

The use of YouTube™ videos and other social media as a source of data on hunting practices is still not widely applied, though it represents a useful way to characterise hunting practices, target and trapped species and impacts on trapped animals, as we have shown here. Here we focused on use and impacts of snares in Brazil, but YouTube™ videos and other social media have been used to quantify public attitudes to wildlife and their conservation (e.g. Fidino et al., 2018; Nekaris et al., 2013), to characterise the threats associated with wildlife trade (e.g. Harrington et al., 2019), and to register occurrence, impacts and opinions of sport hunting (e.g. El Bizri et al., 2015). The approach taken here could be applied to other regions to better assess the scale of the snare problem and to better understand species impacted through injury and death. Indeed, data from other tropical regions show widespread and intensive use of snares. For example, from 2010 to 2015 in southeast Asia, more than 200,000 snares were removed by patrol teams in only five protected areas in Vietnam, Cambodia and the Lao People's Democratic Republic (Gray et al., 2018). In Eastern Zambia's Luangwa Valley (Africa), community scouts found an average of 14.7 snares in 20% of the sites monitored for 14 months (each site with 1 km radius) (Watson et al., 2013). Broadening the approach to include other Very Large Online Platforms such as Facebook™, Instagram™, X (formerly Twitter™) and TikTok™ could also improve estimates of snare use, and methods that take advantage of artificial intelligence and machine learning models are also promising avenues to better utilise these data sources. For example, photos taken from Facebook™ have been used to show that hunters in Jordan greatly exceed legal bag limits for hunting gamebirds (Eid & Handal, 2018).

There are, however, ethical considerations around the use of such data, as a minimum published data should be fully anonymised and their use should not violate terms and conditions of the platforms (Correia et al., 2021; Sbragaglia et al., 2021). In the case of studying illegal hunting, or other illicit activities, there are some important limitations to consider in terms of the data that are obtained. For example, it is likely that social media users will employ strategies to avoid revealing their identities and to avoid surveillance by authorities. However, one recent study from Brazil attempted to

quantify such strategies and found that approximately 68% of content creators posting videos on YouTube™ about illegal sport hunting in Brazil used their real names as usernames and posted videos in which they themselves appear, showing their faces in 38% of the videos analysed (El Bizri et al., 2015), suggesting that hiding their identity was not a priority and that such videos still represent an opportunity to collect data on such illicit activities. However, it may just be that other, less easily quantifiable, strategies are used to avoid surveillance or prosecution. For example, most of the videos included in the present study explicitly mentioned that the information contained in the video is to teach survival skills in case watchers become lost or otherwise need to survive in the wild (i.e. how to hunt for food). However, this type of indication is most likely to escape the platforms' video exclusion policies and any potential risk of prosecution for engagement in illegal hunting, and in reality, the large number of subscribers to the channels, likes and positive comments on videos, including those where animals are trapped in the snares and visibly injured and distressed, likely reflects an interest in using snares to illegally hunt. A further limitation to the use of social media for this type of study is related to internet access, wherein prevalence could be underestimated as hunters in regions with no or poor-quality internet connections would not be captured by such methods (El Bizri et al., 2015).

Beyond its use as a tool to study the extent, nature and impacts of illegal hunting practices, social media itself also plays a role in the dynamics of wildlife exploitation, whether via hunting, trade or other means. For example, a recent harmful trend referred to as 'Hunting and Fishing Experiments' (HFE) involves the use of easily accessible materials (carbonated soft drinks and mint candy) to produce dissolved CO_2 that is used to 'flush' burrowing fish or other animals from their burrows, which are then captured using different mechanisms (Khelifa et al., 2022). The videos are monetised for online entertainment, further incentivising the spread of this harmful practice (Khelifa et al., 2022). Another example involves the viral video 'tickling slow loris', which attracted thousands of comments over a 33-month period, with at least one in ten commentators expressing the desire to own a loris as a pet (Nekaris et al., 2013). Similar comments have been found associated with YouTube™ videos of pet otters, which may reflect social media's role in making people aware of their (illegal) availability as companion animals, thus stoking wildlife trade (Harrington et al., 2019). In the case of hunting videos, social media platforms such as YouTube also act as a social space in which actors with a common interest are free to interact, ask questions, share ideas and thus form part of a social group with its own identity, granting a sense of acceptance of legitimacy that might further strengthen users' interest in and sense of right to participate in hunting activities (El Bizri et al., 2015). Our own data show that the 233 videos returned by our searches videos received an average of 90,826 views, 63 comments and 1710 likes, from which we infer that the widespread use of social media seems to be one of the catalysts for the dissemination of tutorials on how to manufacture and use non-selective traps such as snares for illegal hunting of native wildlife.

Based on our results, we recommend:

1. Careful and ethical use of social media data as a way to study the extent of the use of snares in different geographic regions, the target and most-captured species and the impacts on captured animals in terms of injuries and deaths;
2. Better enforcement of existing regional legal frameworks where relevant, such as the EU Digital Services Act, that can be used to obligate Very Large Online Platforms (e.g. YouTube™) to remove or block access to content available in the EU that users report as promoting snare-hunting, because snare-hunting violates EU wildlife and animal cruelty laws. In this case, the European Commission and national authorities can fine platforms for non-compliance. In Brazil, the Federal Supreme Court is currently discussing a Digital Platforms Bill (*Lei das Plataformas* PL 2630/2020) which, if passed, would hold platforms responsible for failing to remove illegal content (including environmental crimes) once flagged by users and would also require platforms to proactively monitor platforms for illegal content. While this bill is partially stalled, there is pressure to revive it and we strongly support its passing;
3. Global campaigns to educate the wider public about the problem, expose online content that promotes illegal snaring and pressure platforms and policymakers to act. These could include, for example, the use of images of animals that have been captured in this type of trap and subsequently rescued, infographics and animations to explain how snares work and which species are most impacted, public petitions and social media hashtag campaigns, open letters to regulators and digital watchdogs, and promotion of legislation like Brazil's proposed Digital Platforms Bill.

5 | CONCLUSION

Snares are non-selective traps whose use for hunting is illegal in many countries. Their illicit use leads to the suffering, injury and death of numerous wild animals, and the extent of this in Brazil, and probably in other countries, is underreported. Very Large Online Platforms such as YouTube™ provide a forum for the dissemination of techniques for making and using snares and thus contribute to the threat to wildlife. Better legislation, enforcement of existing legislation and global campaigns are required to hold these platforms responsible, raise awareness and put pressure on the platforms and on policymakers to act. From a conservation research perspective, the ethical use of social media posts as a source of data on illegal hunting is growing and shows promise for better understanding the extent and impact of non-selective trap use around the globe.

AUTHOR CONTRIBUTIONS

William Douglas Carvalho: Conceptualization, methodology, data curation, writing—original draft preparation. Herbert O. B. Duarte: Conceptualization, methodology, writing—reviewing and editing. Thaís P. Alencar-Silva: Writing—reviewing and editing. Karen Mustin:

Conceptualization, methodology, writing—reviewing and editing. Cristina Harumi Adania: Visualization, investigation, writing—reviewing and editing. Luiz Miguel Rosalino: Conceptualization, methodology, data curation, writing—original draft preparation.

ACKNOWLEDGEMENTS

W.D.C. was supported by 'Ayudas Maria Zambrano', funded by the Spanish Ministry of Universities (grant numbers CA3/RSUE/2021-00197) and by 'Ayudas para contratos Ramón y Cajal (RYC) 2023' {RYC2023-045231-I}, financed by MCIU/AEI/https://doi.org/10.13039/501100011033 and by the FSE+. HOBD (doctoral scholarship) and TPAS (master scholarship) were supported by Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES—Finance Code 001), Brazil. KM is supported by an 'Ayuda Beatriz Galindo' (BG22/00121), funded by the Spanish Ministry of Universities and the Complutense University of Madrid. Thanks are due to FCT/MCTES for the financial support to cE3c (UID/00329/2025) and Global Change and Sustainability Institute (CHANGE) (LA/P/0121/2020). We are grateful to the City Halls (Prefeituras), rangers of the Guarda Ambiental, firemen and policemen of the partner cities: Cabreúva, Cajamar, Bragança Paulista, Indaiatuba, Itatiba, Itupeva, Jundiaí, Louveira, Pedreira, Valinhos e Vinhedo. We also thank the São Paulo state government, state firemen and policemen for help with animals removals and resources. We thank the CCR AutoBAn, VETNIL®, Fundação Antônio Antonieta Cintra Gordinho, Escola Técnica Estadual Benedito Storani, Foundation for International Aid to Animals, 100% Animais, Distribuidora Kitami Alimentos LTDA, Knorr-Bremse, ki-saco Biodegradável and Tetra Pak® do Brazil, which provided part of the equipment and funding to the NGOMC. We also thank Jorge Bellix de Campos and other technicians of the Associação Mata Ciliar.

CONFLICT OF INTEREST STATEMENT

We declare that we have no competing interests.

DATA AVAILABILITY STATEMENT

Data are available from the Figshare research data repository https://doi.org/10.6084/m9.figshare.30074020 and are also available in the Supporting Information: Tables S1 and S2.

ORCID

William Douglas Carvalho https://orcid.org/0000-0003-2518-9148
Karen Mustin https://orcid.org/0000-0002-2828-2316
Luís Miguel Rosalino https://orcid.org/0000-0003-4186-7332

REFERENCES

Adania, C. H., de Carvalho, W. D., Rosalino, L. M., de Cassio Pereira, J., & Crawshaw, P. G., Jr. (2017). First soft-release of a relocated puma in South America. *Mammal Research*, *62*(1), 121–128. https://doi.org/10.1007/s13364-016-0302-0

Alves, R. R., & Souto, W. M. (2011). Ethnozoology in Brazil: Current status and perspectives. *Journal of Ethnobiology and Ethnomedicine*, *7*(1), 1–9. https://doi.org/10.1186/1746-4269-7-22

Andreasen, A. M., Stewart, K. M., Sedinger, J. S., Lackey, C. W., & Beckmann, J. P. (2018). Survival of cougars caught in non-target foothold traps and snares. *Journal of Wildlife Management*, *82*(5), 906–917. https://doi.org/10.1002/jwmg.21445

Avrin, A. C., Pekins, C. E., Wilmers, C. C., Sperry, J. H., & Allen, M. L. (2023). Can a mesocarnivore fill the functional role of an apex predator? *Ecosphere*, *14*(1), e4383. https://doi.org/10.1002/ecs2.4383

Azevedo, F. C., Lemos, F. G., de Almeida, L. B., de Campos, C. B., de Mello Beisiegel, B., de Paula, R. C., Junior, P. G., de Barros, K. M., & de Oliveira, T. G. (2013). Avaliação do risco de extinção da Onça-parda *Puma concolor* (Linnaeus, 1771) no Brasil. *Biodiversidade Brasileira*, *3*(1), 107–121.

Battye, D. (2010). *Use of snares and pest control in Europe*. Northern Ireland Assembly: Research and Library Services.

Becker, M., McRobb, R., Watson, F., Droge, E., Kanyembo, B., Murdoch, J., & Kakumbi, C. (2013). Evaluating wire-snare poaching trends and the impacts of by-catch on elephants and large carnivores. *Biological Conservation*, *158*, 26–36.

Beisiegel, B. M., Sana, D. A., & Moraes, E. A., Jr. (2012). The jaguar in the Atlantic Forest. *Cat News Special Issue*, *7*, 14–18.

Benhaiem, S., Kaidatzi, S., Hofer, H., & East, M. L. (2023). Long-term reproductive costs of snare injuries in a keystone terrestrial by-catch species. *Animal Conservation*, *26*(1), 61–71. https://doi.org/10.1111/acv.12798

Benítez-López, A., Alkemade, R., Schipper, A. M., Ingram, D. J., Verweij, P. A., Eikelboom, J. A. J., & Huijbregts, M. A. J. (2017). The impact of hunting on tropical mammal and bird populations. *Science*, *356*, 180–183. https://doi.org/10.1126/science.aaj1891

Benítez-López, A., Santini, L., Schipper, A. M., Busana, M., & Huijbregts, M. A. (2019). Intact but empty forests? Patterns of hunting-induced mammal defaunation in the tropics. *PLoS Biology*, *17*(5), e3000247. https://doi.org/10.1371/journal.pbio.3000247

Boddicker, J. (1982). Snares for predator control. In R. E. Marsh (Ed.), *Proceedings of the Tenth Vertebrate Pest Conference (1982)* (pp. 50–53). University of California.

Bogoni, J. A., Percequillo, A. R., Ferraz, K. M., & Peres, C. A. (2023). The empty forest three decades later: Lessons and prospects. *Biotropica*, *55*(1), 13–18. https://doi.org/10.1111/btp.13188

Bragagnolo, C., Gama, G. M., Vieira, F. A., Campos-Silva, J. V., Bernard, E., Malhado, A. C., Correia, R. A., Jepson, P., de Carvalho, S. H., Efe, M. A., & Ladle, R. J. (2019). Hunting in Brazil: What are the options? *Perspectives in Ecology and Conservation*, *17*(2), 71–79. https://doi.org/10.1016/j.pecon.2019.03.001

Brasil. (1967). Lei N° 5.197, de 3 de janeiro de 1967. https://www.planalto.gov.br/ccivil_03/leis/l5197.htm

Brasil. (2022). Portaria MMA N° 148, de 7 de junho de 2022. https://www.in.gov.br/en/web/dou/-/portaria-mma-n-148-de-7-de-junho-de-2022-406272733

Carvalho, W. D., Mustin, K., Paulino, J. S., Adania, C. H., & Rosalino, L. M. (2019). Recreational hunting and the use of non-selective traps for population control of feral pigs in Brazil. *Biodiversity and Conservation*, *28*(11), 3045–3050.

Correia, R. A., Ladle, R., Jarić, I., Malhado, A. C. M., Mittermeier, J. C., Roll, U., Soriano-Redondo, A., Veríssimo, D., Fink, C., Hausmann, A., Guedes-Santos, J., Vardi, R., & Di Minin, E. (2021). Digital data sources and methods for conservation culturomics. *Conservation Biology*, *35*, 398–411. https://doi.org/10.1111/cobi.13706

Culen, L., Jr., Abreu, C. K., Sana, D., & Nava, A. F. D. (2005). As onças-pintadas como detetives da paisagem no corredor do Alto Paraná, Brasil. *Natureza e Conservação*, *3*, 43–58.

De Araujo, G. R., de Deco-Souza, T., Morato, R. G., Crawshaw, P. G., Jr., da Silva, L. C., Jorge-Neto, P. N., Csermak, A. C., Jr., Bergo, L. C., Kantek, D. L., Miyazaki, S. S., & Beisiegel, B. D. (2021). Use of foot snares to capture large felids. *Methods in Ecology and Evolution*, *12*(2), 322–327. https://doi.org/10.1111/2041-210X.13516

De Paula, R. C., Rodrigues, F. H., Queirolo, D., Jorge, R. P., Lemos, F. G., & de Almeida Rodrigues, L. (2013). Avaliação do risco de extinção do lobo-guará *Chrysocyon brachyurus* (Illiger, 1815) no Brasil. *Biodiversidade Brasileira*, *3*(1), 146–159.

Eid, E., & Handal, R. (2018). Illegal hunting in Jordan: Using social media to assess impacts on wildlife. *Oryx*, *52*(4), 730–735. https://doi.org/10.1017/S0030605316001629

El Bizri, H. R., Morcatty, T. Q., Lima, J. J., & Valsecchi, J. (2015). The thrill of the chase: Uncovering illegal sport hunting in Brazil through YouTube™ posts. *Ecology and Society*, *20*(3), 30. https://doi.org/10.5751/ES-07882-200330

Fernandes-Ferreira, H., & Alves, R. R. (2017). The researches on the hunting in Brazil: A brief overview. *Ethnobiology and Conservation*, *6*, 6. https://doi.org/10.15451/ec2017-07-6.6-1-7

Ferreguetti, A. C., Rocha, C. D., & Bergallo, H. G. (2019). Poaching in non–volant mammals in the neotropical region: The importance of a metric to assess its impacts. *Animal Biodiversity and Conservation*, *42*(2), 203–211. https://doi.org/10.32800/abc.2019.42.0203

Fidino, M., Herr, S. W., & Magle, S. B. (2018). Assessing online opinions of wildlife through social media. *Human Dimensions of Wildlife*, *23*(5), 482–490. https://doi.org/10.1080/10871209.2018.1468943

Figel, J. J., Hambal, M., Krisna, I., Putra, R., & Yansyah, D. (2021). Malignant snare traps threaten an irreplaceable megafauna community. *Tropical Conservation Science*, *14*, 1940082921989187. https://doi.org/10.1177/19400829219891

Figel, J. J., Safriansyah, R., Baabud, S. F., & Herman, Z. (2023). Snaring in a stronghold: Poaching and bycatch of critically endangered tigers in northern Sumatra, Indonesia. *Biological Conservation*, *286*, 110274. https://doi.org/10.1016/j.biocon.2023.110274

Furbearer Conservation Technical Work Group. (2009). *Modern snares for capturing mammals: Definitions, mechanical attributes and use considerations*. Association of Fish and Wildlife Agencies. https://www.fishwildlife.org/application/files/5515/2002/6134/Modern_Snares_final.pdf

Gandiwa, E. (2013). Top-down and bottom-up control of large herbivore populations: A review of natural and human-induced influences. *Tropical Conservation Science*, *6*(4), 493–505. https://doi.org/10.1177/194008291300600404

Gray, T. N. E., Hughes, A. C., Laurance, W. F., Long, B., Lynam, A. J., O'Kelly, H., Ripple, W. J., Seng, T., Scotson, L., & Wilkinson, N. M. (2018). The wildlife snaring crisis: An insidious and pervasive threat to biodiversity in Southeast Asia. *Biodiversity and Conservation*, *27*, 1031–1037. https://doi.org/10.1007/s10531-017-1450-5

Groenenberg, M., Crouthers, R., Yoganand, K., Banet-Eugene, S., Bun, S., Muth, S., Kim, M., Mang, T., Panha, M., Pheaktra, P., Pin, T., Sopheak, K., Sovanna, P., Vibolratanak, P., Wyatt, A. G., & Gray, T. N. E. (2023). Snaring devastates terrestrial ungulates whilst sparing arboreal primates in Cambodia's Eastern Plains Landscape. *Biological Conservation*, *284*, 110195. https://doi.org/10.1016/j.biocon.2023.110195

Harrington, L., Macdonald, D., & D'Cruze, N. (2019). Popularity of pet otters on YouTube: Evidence of an emerging trade threat. *Nature Conservation*, *36*, 17–45. https://doi.org/10.3897/natureconservation.36.33842

Hegel, C. G., Faria, G. M., Ribeiro, B., Salvador, C. H., Rosa, C., Pedrosa, F., Batista, G., Sales, L. P., Wallau, M., Fornel, R., & Aguiar, L. M. (2022). Invasion and spatial distribution of wild pigs (*Sus scrofa* L.) in Brazil. *Biological Invasions*, *24*(12), 3681–3692. https://doi.org/10.1007/s10530-022-02872-w

Hilário, R. R., Carvalho, W. D., Gheler-Costa, C., Rosalino, L. M., Marques, T. A., Adania, C. H., Paulino, J. S., Almeida, P. M., & Mustin, K. (2021). Drivers of human-wildlife impact events involving mammals in southeastern Brazil. *Science of the Total Environment*, *794*, 148600. https://doi.org/10.1016/j.scitotenv.2021.148600

IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis). (2013). Instrução Normativa 3, de 31 de janeiro de 2013. https://www.ibama.gov.br/component/legislacao/?view=legislacao&legislacao=129393

IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis). (2019). Instrução Normativa 12, de 25 de março de 2019. https://www.ibama.gov.br/component/legislacao/?view=legislacao&legislacao=138381

IBAMA (Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis). (2020). Manual de boas práticas para controle de javali. https://www.gov.br/ibama/pt-br/assuntos/biodiversidade/especies-exoticas-invasoras/arquivos/javali/2020/2020-12-17-Manual_do_Javali_Digital.pdf

IUCN. (2022). The IUCN Red List of threatened species. Version 2022-2. https://www.iucnredlist.org

Khelifa, R., Mellal, M. K., Mahdjoub, H., Hasanah, N., & Kremen, C. (2022). Biodiversity exploitation for online entertainment. *Frontiers in Conservation Science*, *2*, 788269. https://doi.org/10.3389/fcosc.2021.788269

Lensing, J. E., & Roux, T. F. (1975). A capture snare for the smaller mammal predators and scavengers. *Madoqua*, *9*(1), 57–61. https://doi.org/10.10520/AJA1011549

Magioli, M., Micchi, P., de Barros Ferraz, K. M., Garcia Chiarello, A., Galetti, M., Zulnara Freire Setz, E., Pereira Paglia, A., Abrego, N., Ribeiro, M. C., & Ovaskainen, O. (2021). Land-use changes lead to functional loss of terrestrial mammals in a neotropical rainforest. *Perspectives in Ecology and Conservation*, *19*(2), 161–170. https://doi.org/10.1016/j.pecon.2021.02.006

Milner-Gulland, E. J., & Bennett, E. L. (2003). Wild meat: The bigger picture. *Tree*, *18*(7), 351–357. https://doi.org/10.1016/S0169-5347(03)00123-X

Mittelman, P., Kreischer, C., Pires, A. S., & Fernandez, F. A. S. (2020). Agouti reintroduction recovers seed dispersal of a large-seeded tropical tree. *Biotropica*, *52*, 766–774. https://doi.org/10.1111/btp.12788

MMA (Ministério do Meio Ambiente), & MAPA (Ministério da Agricultura e Pecuária). (2017). Plano Nacional de Prevenção, Controle e Monitoramento do Javali (*Sus scrofa*) no Brasil. https://www.gov.br/ibama/pt-br/assuntos/biodiversidade/especies-exoticas-invasoras/arquivos/javali/2017/2017-PlanoJavali-2017.2022.pdf

Montgomery, R. A., Mudumba, T., Wijers, M., Boudinot, L. A., Loveridge, A., Chapron, G., & Macdonald, D. W. (2023). Predicting the consequences of subsistence poaching on the population persistence of a non-target species of conservation concern. *Biological Conservation*, *284*, 110147. https://doi.org/10.1016/j.biocon.2023.110147

Morato, R. G., de Mello Beisiegel, B., Ramalho, E. E., de Campos, C. B., & Boulhosa, R. L. (2013). Avaliação do risco de extinção da onça-pintada *Panthera onca* (Linnaeus, 1758) no Brasil. *Biodiversidade Brasileira*, *3*(1), 122–132.

Nasi, R., Taber, A., & Van Vliet, N. (2011). Empty forests, empty stomachs? Bushmeat and livelihoods in The Congo and Amazon Basins. *International Forestry Review*, *13*(3), 355–368. https://doi.org/10.1505/146554811798293872

Nekaris, B. K., Campbell, N., Coggins, T. G., Rode, E. J., & Nijman, V. (2013). Tickled to death: Analysing public perceptions of 'cute' videos of threatened species (slow lorises–*Nycticebus* spp.) on web 2.0 sites. *PLoS One*, *8*(7), e69215. https://doi.org/10.1371/journal.pone.0069215

Noss, A. J. (1998). The impacts of cable snare hunting on wildlife populations in the forests of the Central African Republic. *Conservation Biology*, *12*(2), 390–398. https://doi.org/10.1111/j.1523-1739.1998.96027.x

Oliveira, T. G., Tortato, M. A., Almeida, L. B., Campos, C. B., & Beisiegel, B. D. (2013). Avaliação do risco de extinção do gato-do-mato *Leopardus tigrinus* no Brasil. *Biodiversidade Brasileira*, *3*(1), 56–65.

Pereira, J., Rosalino, L. M., Reljić, S., Babic, N., & Huber, D. (2022). Factors influencing the success of capturing European brown bears with foot snares. *Mammalia*, *86*(3), 215–224. https://doi.org/10.1515/mammalia-2021-0021

Poulsen, J. R., Clark, C. J., & Palmer, T. M. (2013). Ecological erosion of an Afrotropical forest and potential consequences for tree recruitment

and forest biomass. *Biological Conservation*, *163*, 122–130. https://doi.org/10.1016/j.biocon.2013.03.021

Quiatt, D., Reynolds, V., & Stokes, E. J. (2002). Snare injuries to chimpanzees (*Pan troglodytes*) at 10 study sites in east and west Africa. *African Journal of Ecology*, *40*(3), 303–305. https://doi.org/10.1046/j.1365-2028.2002.00356.x

Rosa, C. A., Wallau, M. O., & Pedrosa, F. (2018). Hunting as the main technique used to control wild pigs in Brazil. *Wildlife Society Bulletin*, *42*(1), 111–118. https://doi.org/10.1002/wsb.851

Sbragaglia, V., Correia, R. A., & Di Minin, E. (2021). Responsible use of social media data is needed: A reply to Maya-Jariego et al. "Plenty of black money: Netnography of illegal recreational underwater fishing in southern Spain". *Marine Policy*, *134*, 104780. https://doi.org/10.1016/j.marpol.2021.104780

Sikes, R. S. (2016). Guidelines of the American Society of Mammalogists for the use of wild mammals in research and education. *Journal of Mammalogy*, *97*(3), 663–688. https://doi.org/10.1093/jmammal/gyw078

Silvestre, S. M., Calle-Rendón, B. R., Toledo, J. J., & Hilário, R. R. (2021). Drivers of hunting in the savannahs of Amapá: Implications for conservation. *Oryx*, *55*(2), 268–274. https://doi.org/10.1017/S0030605319000085

Sousa, J. A., & Srbek-Araujo, A. C. (2017). Are we headed towards the defaunation of the last large Atlantic Forest remnants? Poaching activities in one of the largest remnants of the Tabuleiro forests in southeastern Brazil. *Environmental Monitoring and Assessment*, *189*, 129. https://doi.org/10.1007/s10661-017-5854-1

Wadley, L. (2010). Were snares and traps used in the middle stone age and does it matter? A review and a case study from Sibudu, South Africa. *Journal of Human Evolution*, *58*(2), 179–192. https://doi.org/10.1016/j.jhevol.2009.10.004

Watson, F. G., Becker, M. S., McRobb, R., & Kanyembo, B. (2013). Spatial patterns of wire-snare poaching: Implications for community conservation in buffer zones around National Parks. *Biological Conservation*, *168*, 1–9. https://doi.org/10.1016/j.biocon.2013.09.003

Wilkie, D. S., Bennett, E. L., Peres, C. A., & Cunningham, A. A. (2011). The empty forest revisited. *Annals of the New York Academy of Sciences*, *1223*(1), 120–128. https://doi.org/10.1111/j.1749-6632.2010.05908.x

SUPPORTING INFORMATION

Additional supporting information can be found online in the Supporting Information section at the end of this article.

Table S1: Data from news sites and blogs containing information about mammals that were captured using snare traps.

Table S2: Information extracted from videos and channels on the YouTube™ platform involving the use of a snare trap to capture mammals.

How to cite this article: Carvalho, W. D., Duarte, H. O. B., Alencar-Silva, T. P., Mustin, K., Adania, C. H., & Rosalino, L. M. (2025). Social media videos highlight the impacts of the illegal use of snares on Brazilian biodiversity. *People and Nature*, *7*, 2811–2820. https://doi.org/10.1002/pan3.70154